GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2900
ANSWERED ON:30.07.2014
QUALITY OF PROGRAMMES BROADCAST BY AIR
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is satisfied with the quality and standard of programmes broadcast by All India Radio(AIR) in terms of content and production;

(b) if so, the details thereof and if not, the response of the Government thereto;

(c) whether the Government proposes to improve/upgrade the quality and standard of programmes broadcast by AIR;

(d) if so, the details thereof including the investment being made by the Government in infrastructure and technology; and

(e) the steps taken/being taken by the Government to make the programmes of AIR more popular?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING, ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) & (b): Yes Sir. Prasar Bharati has informed that All India Radio continues, through its programmes, to uphold the highest traditions of Public Service Broadcasting to inform, educate and entertain its audience. AIR's programmes, which address all segments of population, are broadcast in 23 languages and 146 dialects employing various programme formats through its network of stations across the country for people in both rural and urban areas.

(c) & (d): Prasar Bharati has informed that improving and upgrading the quality and standard of programmes is a continuous process.

As far as infrastructure and technology is concerned, All India radio is continuously improving its network to enhance technical quality of programmes.

During 10th Plan, about 60% of studios have been partially digitised. Schemes have been sanctioned for the digitisation of AIR set-ups to improve the quality of AIR programmes and expansion of FM service in the country during the 11th plan. Additionally, an amount of Rs.393 crores under the 12th Plan has been allocated for improving AIR set-up and expansion of FM service in the country.

(e): Prasar Bharati has informed that the popularity, content and quality of programmes broadcast by AIR are being monitored regularly, with the help of a wide network of Audience Research Units across the country, which regularly provide feedback on the programmes broadcast on each channel to the programme producers to plan, design and modify the programmes according to the evolving needs, tastes and aspirations of the target audience.

The members of the Programme Advisory Committees constituted at many AIR stations give their suggestions for improvement in the quality of programmes.